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ANNUAL REPORT

for the fiscal year ending March 31, 1990

Department of Tourism and Culture

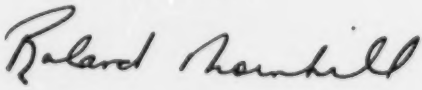
92-00581/

To His Honour
The Honourable Lloyd R. Crouse, P.C.
Lieutenant-Governor of Nova Scotia

May It Please Your Honour:

I have the honour to submit the Annual Report of the Department of Tourism and Culture for the fiscal year ending March 31, 1990.

Respectfully submitted,



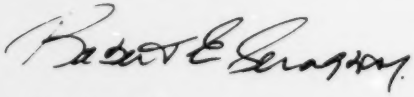
Honourable Roland J. Thornhill
Minister of Tourism and Culture

The Honourable Roland J. Thornhill
Minister of Tourism and Culture
Province of Nova Scotia
Halifax, Nova Scotia

Sir:

I have the honour to present to you the report of the Nova Scotia Department of Tourism and Culture for the fiscal year ending March 31, 1990.

Respectfully submitted,



R.E. Geraghty
Deputy Minister

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FINANCE AND ADMINISTRATION DIVISION

NOVA SCOTIA INTERNATIONAL TATTOO

For the seventh year, the Finance and Administration Division administered the Department's funding for the Nova Scotia International Tattoo. Tattoo '89 was viewed by over 48,700 spectators at the Halifax Metro Centre from June 28 to July 4.

BLUENOSE II

Nova Scotia's schooner *Bluenose II* commenced her 1989 operational season, in mid-May with the first of two promotional tours to the US east coast this year.

The schooner first stopped at Norfolk, Virginia, to attend their annual Harbourfest, the largest waterside event on the US east coast, drawing some 1.5 million visitors. While there, *Bluenose II* led a Parade of Sail of tall ships into Norfolk Harbour, and carried with her representatives of the local media, including the affiliates of the US national television networks.

This visit was followed by a three-day visit to Alexandria, Virginia. The ship participated in the American Red Cross annual festival, which more than 300,000 people attended. The ship then proceeded to Baltimore, her first visit there in almost a dozen years, and then on to New York City. She returned to Nova Scotia at the end of June.

While on the US east coast, the Nova Scotia Department of Tourism and Culture, Department of Industry, Trade and Technology, and tourism and trade sections of the appropriate Canadian Consulates and embassies along the route carried out joint promotional activities on behalf of trade and tourism development.

During the 1989 season, *Bluenose II* again was heavily involved in supporting festivals and events around the Province. Nova Scotia ports visited were: Baddeck, North Sydney, Pictou, Canso, Port Hawkesbury, Lunenburg, Pubnico, Stormont, Shelburne, and Liverpool.

Following one of her busiest summers ever, *Bluenose II* headed south once more and again visited New York City carrying out promotional activities, followed by similar activities at Boston and Portland.

With more than 5,000 miles under her keel this season, *Bluenose II* ceased operations at the end of September in Lunenburg.

INDUSTRY DEVELOPMENT DIVISION

The Industry Development Division is responsible for implementing the Canada/Nova Scotia Tourism Subsidiary Agreement; administering the Hotel Regulations Act and the Campground Establishments Regulation Act; providing business advisory and architectural services; delivering and supporting hospitality training programs; formulating tourism policies and plans; and funding tourism industry associations.

PLANNING AND DEVELOPMENT

The Planning and Development section helped to develop and enhance tourism-related attractions, facilities, and services throughout Nova Scotia. Implementation of the Canada/Nova Scotia Tourism Subsidiary Agreement enabled the Department to undertake a variety of these tourism development initiatives. Projects included completion of the Nova Scotia Museum of Industry and Transportation in Stellarton, which gave this area a major new attraction, and enhancement of visitor exhibits at the Anne Murray Centre in Springhill.

A number of major studies examining key tourism issues were also undertaken in 1989–90 under this agreement. This included analyses of motorcoach-based travel, tourism product opportunities, air linkages to the United States, and enhancement of the Gaelic College in St. Ann's.

With the Tourism Subsidiary Agreement reaching its expiry date, discussions were initiated with the federal government on a new co-operation agreement on tourism.

To enhance the development of tourism across the province, operating grants were provided to tourism industry associations through a program administered by the Planning and Development section. The following associations received grants:

Tourism Industry Association of Nova Scotia	$71,200
Cape Breton Tourist Association	47,500
Evangeline Trail Tourism Association	31,000
South Shore Tourism Association	31,000
Antigonish/Eastern Shore Tourist Association	30,500
Central Nova Tourist Association	30,000
Yarmouth County Tourist Association	27,500
Pictou County Tourist Association	27,500
Tourism Halifax	27,500
Dartmouth Tourist Commission	27,500
Metropolitan Area Tourism Association	27,500
Total	$378,700

As part of its business advisory function, staff of the Planning and Development section responded to over 1,100 requests from private sector establishments regarding many tourism issues. To provide further assistance to tourism operators, a guide detailing government programs and services available to the tourism industry was distributed.

The Planning and Development section also participated in an extensive analysis of some key policies and issues affecting Nova Scotia's tourism industry in 1989–90. Initiatives included studies on the competitiveness of the campground sector and the potential development of the cruise ferry market. A tourism enhancement study for the Ingonish area was prepared and presented at a public meeting in the local area. Staff also undertook an examination of policies respecting highway signage, hospitality training, and community tourism planning.

A new arrangement was worked out with the Department of Small Business Development that established a tourism and culture component of the Provincial Employment Program to assist key organizations in both the tourism industry and the cultural community. As part of this initiative, provision was also made to conduct training sessions for all staff employed at tourist bureaus throughout the province.

Staff from this section represented the Department on various interdepartmental committees dealing with tourism issues such as the Northumberland Strait fixed-link crossing; the enhancement of Peggy's Cove, park, and beach development; and the preparation of a provincial strategy on economic development. The section continued to provide staff support to meetings of the Minister's Advisory Council on Tourism and the Voluntary Planning Tourism Sector.

During the fall of 1989, the Planning and Development section was also responsible for organizing the minister's tour of Nova Scotia. This series of 18 public meetings held throughout the province solicited views and suggestions about future development of tourism and culture.

TRAINING AND INSPECTION SERVICES

The Training and Inspection Services section has actively supported the Education and Training Committee of the Tourism Industry Association of Nova Scotia. Financial and staff assistance from the section allowed this committee to improve industry professionalism, to develop standards and certification, and to promote careers in tourism and hospitality.

The Training and Inspection Services section is also responsible for administering the Hotel Regulations Act and the Campground Establishments Regulation Act. In accordance with this responsibility, staff inspected and licensed all private sector campgrounds in the province as well as fixed-roof accommodation properties with three or more rooms.

Fixed-Roof Accommodations

Nova Scotia experienced a significant increase in the supply of accommodation during 1989–90. This sector of the tourism industry saw an 11.5 per cent increase in fixed-roof accommodation properties and a 5.7 per cent increase in the number of rooms available over the previous year. In total, 613 properties, representing 12,592 rooms, were inspected and licensed by staff of the Training and Inspection Services section.

SUMMARY OF FIXED ROOF ACCOMMODATIONS BY REGION

Region	Number of Properties	Rooms Available
Annapolis Valley	149	2,224
South Shore	98	1,032
Halifax/Dartmouth	70	4,133
Eastern Shore	24	233
Cape Breton	160	3,097
Northumberland Shore	56	835
Fundy Shore	56	1,038
TOTAL	613	12,592

SUMMARY OF FIXED-ROOF ACCOMMODATIONS BY PROPERTY CLASSIFICATION

Property Classification	Number of Properties	Rooms Available
Hotel	54	4,535
Motels	189	5,438
Small Inns	25	291
Bed and Breakfasts	223	858
Cottages/Cabins	99	792
Resorts	9	606
Hunting & Fishing Lodges	14	72
TOTAL	613	12,592

The Training and Inspection Services section also received 235 inquiries regarding construction, renovation, or operation of new accommodation properties.

Campgrounds

The campground industry in Nova Scotia saw a small decline in both the number of private sector camping establishments (reduced by two) and the number of campsites available (reduced by 97). The section inspected and licensed 131 private sector campgrounds, representing 10,509 sites.

SUMMARY OF PRIVATE SECTOR CAMPGROUNDS BY REGION

Regions	Number of Campgrounds	Serviced Sites	Unserviced Sites	Total Sites
Annapolis Valley	29	2,368	540	2,908
South Shore	18	935	420	1,355
Halifax/Dartmouth	4	226	117	343
Eastern Shore	10	329	164	493
Cape Breton	34	1,741	772	2,513
Northumberland Shore	21	1,068	416	1,484
Fundy Shore	15	1,015	398	1,413
TOTAL	131	7,682	2,827	10,509

Staff also responded to 60 requests for technical assistance pertaining to the operation or construction of new campgrounds in the province. In addition, staff visited sites to provide potential campground operators with feasibility advice.

The Training and Inspection Services section continued to provide architectural services to tourism operators during 1989–90. The departmental architect approved 34 accommodation construction projects, of which 29 proceeded to construction. Prospective developers around the province received consulting services and design assistance.

MARKETING DIVISION

The Marketing Division is responsible for promoting Nova Scotia as a travel destination. This is achieved through advertising and promotional activities.

ADVERTISING

Marketing staff rely on co-operative ventures to achieve the goal of selling Nova Scotia as a vacation destination. The Department of Tourism and Culture used proven advertising strategies to reach three prime market areas — Canada, New England/mid-Atlantic states, and the Atlantic region markets. Within these markets, mature, honeymoon, outdoor, history/heritage, and touring groups were targeted.

MEDIA

High impact, six-page inserts appeared in the spring issues of *Bride's*, *American History Illustrated*, *British Heritage*, *Civil War Times*, *Early American Life*, *Country Journal*, *Natural History* and *Trailer Life* magazines. An eight-page insert also ran in *Travel Agent Magazine*.

Fundy Cruises and the Department of Tourism & Culture cooperated in an advertising campaign promoting the Scotia Prince car-ferry service from Portland, Maine, to Yarmouth. Full-page, four-colour ads were placed in New England and mid-Atlantic regional editions of *Modern Maturity* and *People* magazines. Four-colour spread ads also ran in Sunday magazine sections of the *Boston Globe*, *New York Times*, *Philadelphia Enquirer*, *Washington Post*, *Baltimore Sun*, and *Providence Journal* newspapers. Hard-sell, retail newspaper ads were placed in nine publications for spring, summer, and fall. Full-page colour ads promoting the destination and the ferry service were directed to motorcoach operators and retail travel agents in *Travel Agent* and *Travel Weekly* magazines.

In cooperation with Marine Atlantic, the ferry service between Bar Harbour and Yarmouth, full page, four-colour ads were placed in all the Nova Scotia six- and eight-page inserts targeted to the honeymoon, history/heritage, and naturalist markets. In the New England/mid-Atlantic markets full page, four-colour ads appeared in *Audubon*, *New England Monthly*, and *Yankee* magazines and in regional editions of *People* and *Modern Maturity* magazines. Four-colour spread ads were placed in magazine sections of the *Boston Globe*, *Hartford Courant* and *Providence Journal* newspapers. Eight newspapers in major markets of this region carried hard-sell, product and package-oriented messages in the spring and summer.

In cooperation with Tourism Canada, special programs to reach the meetings and convention market have been developed with the U.S. publication *Successful Meetings*. Eight full page, four-colour ads appeared throughout the year.

A four-way cooperative advertising plan was developed with the Province of Prince Edward Island, Canadian Airlines, and Sears Travel to promote vacation packages to Nova Scotia and Prince Edward Island. Newspaper advertising was placed in April, May, June, and July issues of 30 newspapers in Ontario and Western Canada.

Fiesta Tours, Prince Edward Island Tourism, Air Atlantic, and the Department of Tourism and Culture ccoperated on a series of newspaper ads during spring/summer in selected newspapers in Southern Ontario and Boston.

The "Step Into Nova Scotia" radio, television, and newspaper campaign began in May and ran through September. Radio and TV commercials highlighted Nova Scotia's calendar of festivals and events, while selected television commercials highlighted specific destinations in Nova Scotia.

With the cooperation and support of the Nova Scotia Power Corporation, a four-colour brochure with a message from the Minister of Tourism and Culture was included in all Nova Scotia power bills for one billing period and reached all households in Nova Scotia.

SEA SELL '89

Sea Sell used the car-ferry Scotia Prince on a three-city promotional and marketing tour of the eastern seaboard of the United States.

It was the first time that all four Atlantic Provinces participated in this one-of-a-kind travel show. The 1989 tour included Providence, Baltimore, and Boston. More than 27,000 people visited the ship in the three ports.

ATTRACTIONS AND EVENTS

The Attractions and Events program assists and supports the growth and development of high quality festivals, special events, and attractions in Nova Scotia to increase regional tourism travel and revenue.

The program includes the coordination of events within the annual provincial promotional theme, the development of promotional support material, and the development of professional skills for festival organizers

through educational seminars and one-to-one consultation. The Attractions and Events program coordinator also administers the festivals' financial assistance program.

Approximately 400 festivals and special events were promoted on the Nova Scotia Events wall map produced with the theme "Nova Scotia the Discovery."

New festivals and special events for the summer of 1989 included the 225th anniversary of the return of the Acadians to Nova Scotia; Big Pond's 25th anniversary celebrations; and the Welsh festival of Shelburne County.

The Department sponsored the 1989 annual conference of the Canadian Association of Festivals and Events, held in Halifax in November, which drew 70 festival and event organizers from Nova Scotia, and from across Canada.

Under the Assistance for Attractions and Events program, 103 festivals and events received financial support, while the Advertising Incentive Cooperative program supported the production of regional promotional brochures and radio advertising.

MARKET DEVELOPMENT

The Market Development section is responsible for developing new products and establishing markets for these products.

In 1989–90, emphasis was placed particularly on convention development, incentive travel, and sales.

The World Trade and Convention Centre in Halifax bears much of the responsibility for convention development and sales. Staff there work closely with the Department of Tourism and Culture, which offers support services to conventions both in and out of the province. Delegates attending in-province conventions, conferences, seminars and small meetings in Nova Scotia received tourist literature and promotional material. Promotional material was also supplied to Nova Scotia delegates attending conventions outside the province to assist them in efforts to encourage national and international organizations to consider Nova Scotia as a future convention site.

In 1989–90, the Market Development section assisted in the development of two new publications: *Nova Scotia Convention Planners Guide* and *The Meeting and Incentive Planners Guide*.

Halifax continues to be the major convention destination, although smaller conventions take place in Sydney, Truro, Yarmouth, Amherst, Dartmouth, Baddeck, Digby, and Antigonish.

In 1989–90, the Taste of Nova Scotia program was implemented. The departments of Fisheries and Agriculture and Marketing and the food service industry contributed to this program's development. Taste of Nova Scotia promotes the use of indigenous recipes and food products. Its purpose is to establish a uniform quality in food service and presentation to help increase sales of restaurant meals during the tourist season.

In 1989–90, three major pieces of literature were produced for inquiry fulfillment and information servicing. The major piece was the *The 1990 Nova Scotia Travel Guide*. This guide featured 272 pages of information (including 300 private sector advertisements) and a new 26-page colour section featuring the Travelway system and the Nova Scotia Museum Complex. There were 468,000 travel guides produced for 1990 distribution. In addition 75,000 *Sports and Activities* guides and 400,000 *Official Highways* maps were produced.

More than 49,500 Order of Good Time certificates were presented to convention delegates, tour participants, and other visitors to the province. Lapel pins, table flags, and other items also helped promote Nova Scotia in out-of-province markets.

RESEARCH

The Research section is responsible for helping develop the tourism and cultural sectors in Nova Scotia. To do that, they provide research, analytical, and statistical services.

To achieve this goal, staff monitored, analyzed, and reported on the performance of the travel industry; provided timely and accurate statistics using numerous databases; analyzed information to assist in development, marketing, and investment decisions; analyzed market and product intelligence to facilitate the development of new tourism products; and reported on emerging trends and issues.

Staff of the Research section received and handled over 700 requests for analytical and statistical information.

The value of Nova Scotia's tourism industry increased by 4.6 per cent during 1989, as total travel-related expenditures reached $795 million. This represented 5.6 per cent of the gross provincial product.

Summary of Travel-related Expenditures by Sector

Sector	Expenditures in thousands	% of Total
Accommodation	$215	27
Restaurant	231	29
Transportation	119	15
Shopping	135	17
Other	95	12
TOTAL	$795	100

In 1989, Nova Scotia welcomed 1,185,700 non-resident overnight visitors between May 15 and October 31. Automobile traffic accounted for 71 per cent of these travellers while air traffic accounted for 17 per cent. The remaining 12 per cent arrived by motorcoaches and recreational vehicles.

Atlantic Canada continued to be Nova Scotia's dominant source of non-resident visitors in 1989 as just over 500,000 Atlantic Canadians made an overnight trip here between May 15 and October 31.

Summary of Visitor Origins

Origin	% of Total
Atlantic Canada	43
Central Canada	27
New England States	10
Mid-Atlantic States	6
South-Atlantic States	4
Other	10
TOTAL	100

The visiting friends and relatives segment was Nova Scotia's largest market followed by pleasure and recreation, and business and convention travellers.

EDITORIAL SERVICES

In 1989–90, Editorial Services continued to serve the Marketing Division by responding to inquiries from national and international travel media including magazine editors, travel writers, and freelancers.

In March, the Editorial Services writer participated in Dateline Canada, a four-day media marketplace held in Boston and New York, sponsored by Tourism Canada.

The Editorial Services section researched and produced 13 feature stories on Nova Scotia as a travel destination and distributed them to approximately 650 newspapers and magazines across North America. The section also produced photographs to accompany three of these feature stories.

Clippings provided by American and Canadian clipping services show that at least 17,969 lines of editorial and pictorial copy produced and disseminated by this section were used verbatim in various provincial, national, and international publications. This copy has an estimated value of $499,950 in terms of cost of the same amount of advertising space. When the credibility factor — the believability of editorial copy in comparison to advertising copy — is taken into consideration, the value is closer to $2,000,703.

Editorial Services also continued to carry out such regular functions as researching and writing speeches for senior officials of the Department, preparing and distributing departmental media releases, maintaining clipping files, and monitoring usage and value of the section's editorial material. As well, Editorial Services assists other departmental divisions in promotional efforts, including the production of the Department's major publication, the annual *Nova Scotia Travel Guide*.

The section also produced and delivered material promoting Nova Scotia as a travel destination to broadcast on two Halifax radio stations.

TRAVEL TRADE

The Travel Trade section works with wholesalers and travel influencers to create marketing opportunities for Nova Scotia's tourism industry.

This section conducts familiarization tours of Nova Scotia's tourism plant for travel agents, travel writers, and other professionals. The Travel

Trade section conducted 94 different "fam" tours involving some 700 people.

Travel Trade also influences travel professionals who attend trade fairs. For 1989–90, these included World Travel Mart, London; Rendezvous Canada; National Tour Association; American Bus Association; National Motorcoach Marketing Seminar; Ontario Motorcoach Association; and Media Marketplace in New York and Boston.

The Travel Trade section helped coordinate a KLM Airlines – Atlantic Canada Marketplace in Halifax as well as a National Tour Association educational seminar for Nova Scotia tourism operators.

This section attended the Sea Sell promotion as well as the Tourism Canada Mid-West product launch.

The section continues to work with *Bluenose II* on various travel trade promotions including those in New York, Baltimore, and Boston. Travel Trade helped organize new vacation packages through Brian Moore International Tours and continued its involvement with Canadian Airlines International's Air Holidays Program from Glasgow, Scotland.

Travel Trade continues to promote Nova Scotia as a honeymoon destination through *Bride's* magazine and Regional Approach Travel Marketing.

OUTDOOR PROGRAM

The Outdoor Program works with the private sector to develop, improve, and promote Nova Scotia's outdoors as a tourism product.

Outdoor products and services available in Nova Scotia include campgrounds, hunting and fishing guides and outfitters, outdoor lodges, wilderness outfitters, and recreational vehicle dealers.

Major activities of the Outdoor Program section include working with the campground industry, representing Nova Scotia's outdoor product at various specialized trade shows, and initiating the development of new products such as marina and launching facilities.

For 1989–90, the Outdoor Program section conducted 40 outdoor-related familiarization tours totalling 228 person-days. These "fams" included writers from the *Washington Post, Field & Stream, Outdoor Life,*

Fishing World, Salt Water Fisherman, Trout Unlimited, and *Bowhunter* magazines. Other journalists represented other newspapers, magazines, cable TV programs, and radio stations.

The Outdoor Program section also participated in seven outdoor consumer shows. These included Anaheim Sports, Vacation & RV Show, January 7–15; Eastern Fishing & Outdoor Expo, Worcester, MA, February 1–5; Eastern Sports, Boat, Camping, Travel & Outdoor Show, Harrisburg, PA, February 4–12; Outdoors Northeast, Springfield, MA, February 23–26; Atlanta Camping & RV Show, February 23–26; World Fishing & Outdoor Expo, Suffern, NY, March 1–5; and Salon Camping, Montreal, March 24–April 2.

This section also helps with the distribution of outdoor literature including the Nova Scotia Fishing Map, list of outfitters and the Sportsmen's Guide to Canada East.

The Outdoor Program section provides extensive liaison with the Market Development section in the production of the Department's annual *Sports & Activities Guide.*

PROVINCIAL RESORT HOTELS DIVISION

During the year, Nova Scotia's provincially owned and operated premiere-class resort hotels continued their role in the tourism development strategy of the Department to attract travellers to their three distinctively different regions of the province. In addition to providing high standards of excellence in the quality and level of accommodations, facilities, and services and to providing an anchor and stimulus for local tourism development and initiative in these regions, the resort hotels also fulfill an important leadership role in the socioeconomic well-being of their respective communities as employers and major users of local goods and services.

The provincial resort hotels accommodated 42,921 guests, an increase of 13.1 per cent over last year. Occupancies at the properties averaged 76.6 per cent for the tourist season, compared to 72.2 per cent last year.

Responses from guests are continuously monitored through comment cards placed in the hotel rooms. These indicate the resorts are maintaining their high standards in guest satisfaction and consistently strive to exceed their expectations throughout the operating season even though numbers of students employed for the summer return to their classes up to six weeks before the properties close.

The following results were obtained from analysis of 913 guest comment card responses.

- 91 per cent of guest who responded regarded staff courtesy and efficiency as excellent, while 9 per cent said they were very good or satisfactory.

- 85 per cent of respondents indicated room accommodations and housekeeping were excellent and 12 per cent stated they were very good or satisfactory.

- 82 per cent of guests responding stated that restaurant and beverage services were excellent while 14 per cent rated them as very good or satisfactory.

- 85 per cent of responses gave excellent rating for food presentation and quality with 11 per cent observed these to be very good or satisfactory.

THE PINES RESORT HOTEL

The Pines Resort Hotel, overlooking the Annapolis Basin in Digby, opened this year on May 25, 1989, to host a highly successful five-day conference of Marlin Travel agencies from across Canada. The Pines closed October 15, 1989, realizing an occupancy of 79.0 per cent for the season, compared to 70.0 per cent the previous year. This appreciable change in occupancy is largely attributed to a corresponding 14.4 per cent increase in meeting and convention business for the season. This hotel also experienced a marked increase in the numbers of its guests arriving by private plane at the Digby Municipal Airport. More than 30 aircraft were involved in the Northeast Bonanza Fly-in participants of which stayed at the Pines in July.

The Pines was also once again very active in support of the local community. The swimming pool was made available to the local Department of Recreation for swim classes. The hotel entered a float in the annual Digby Scallop Days festival, sponsored an employee in their "Scallop Day Queen" contest, and enabled use of the Digby Hall for their "Princess Tea" and "Scallop Day Ball." The hall was also used by the Admiral Digby Horticultural Society for its annual flower show. Hotel participation in these events contributed appreciably to the interest and enjoyment of its guests as well.

The Third Annual Canadian Airlines International Golf Classic fundraiser for Nova Scotia amateur sport and the I.W.K. Hospital was held at the Pines Golf Course on July 17 and 18, 1989. The golf course operated 180 days this season and had attendance of 20,306 golfers, representing an increase of 23.6 per cent over last year.

Improvements to this prestigious Four Star Mobil Travel Guide award-winning hotel this year included major renovations to 10 of its 32 multi-bedroom deluxe cottages, refinishing of their distinctive maple furnishings, and continuation of their exterior repainting program. There was appreciable upgrading of audio-visual equipment required for meetings and conventions. Routine maintenance of guest, swimming pool and other areas of the property also continued. The hotel's computerized front office reservations, guest accounts and back office accounting systems also became fully operational this year. At year-end, plans were well under way with the Department of Government Services to establish a laundry at the hotel in order to enable it to control its own laundering requirements.

KELTIC LODGE

Keltic Lodge in the Cape Breton Highlands National Park at Ingonish Beach commenced the tourist season on June 1, 1989, and closed for the season on October 14, 1989. Occupancy for this period was 78.5 per cent, compared to 77.9 per cent in 1988. The ski season operation at Cape Smokey this year started December 15, 1989, and ended March 25, 1990. The White Birch Inn and Atlantic Restaurant operated from January 12, 1990, to March 25, 1990. Unfavourable weather conditions that plagued the ski industry throughout Nova Scotia this year also played havoc with skiing conditions at Cape Smokey. Despite its earliest opening on record, attendance at the ski hill was down by 18.8 per cent from last year's total of 24,691 skiers. The White Birch Inn also reported 254 fewer guests than the 1,221 recorded last year, an 8.8 per cent decline in winter occupancy.

There were a number of projects and physical plant improvements at Keltic Lodge this year which reinforced its Four Diamond resort hotel rating with the American/Canadian Automobile Association. Included were the refurbishing of the Highland sitting room and hotel lobby, installation of cable television and new floor lamps in 32 guest rooms of the main lodge, completion of a major renovation program to all of its guest bathrooms and public washrooms, installation of a new touch-tone telephone system, upgrading of smoke detectors in storage and public areas of the main lodge building and the White Birch Inn, and a complete replacement of the "line" equipment in the Lodge's main kitchen. Corridor walls were painted or covered in vinyl in the White Birch Inn. Its lobby furnishings were refurbished and extensive soundproofing of the ceilings between all upper and lower guest rooms was completed.

Other improvements to buildings, equipment, and property during this period included exterior repainting of ten cottages and installation of cable television in 26 cottage bedrooms. Major repairs were made to the hotel's laundry equipment, and to snowgrooming machines and the chairlift at Cape Smokey. There was a continuation of the hotel's uniform property signage replacement program and repairs were made to paved parking areas and concrete walks. New umbrella tables were added to the outdoor swimming pool area this year and its change building was reshingled. Drapery blackout liners were installed throughout all cottage and White Birch Inn accommodations to improve privacy and reduce outdoor light. The interior repainting of the Balmoral ladies' residence was also completed.

LISCOMBE LODGE

Liscombe Lodge on the eastern shore at Liscomb Mills began its operations this year on May 28, 1989, by hosting a two-day conference of Nova Scotia's municipal administrators. This Three Diamond AAA/CAA-rated resort hotel closed to guests on October 17, 1989. It realized 72.3 per cent occupancy for the season, a 3.5 per cent increase over last year.

There were a number of noteworthy property improvements and events at Liscombe Lodge this year including installation of satellite television and FM radio reception in most of its guest rooms and in other areas of the property. New bedroom wall lamps and a number of bathroom hair dryers were purchased for the new guest lodge. An all-terrain vehicle was also acquired for general utility and snowplowing purposes throughout the property. Extensive landscaping was completed at the lodge this year following installation of a new domestic water supply system and a 15,000-gallon underground reservoir. There was also a separate connecting of Liscombe's fire protection hydrant system to the Liscomb River. The appearance of beach and picnic areas at the marina was vastly improved upon with appropriate landscaping and sodding. Repairs were also made to the wharf. Liscombe's Front Desk was equipped with a marine VHF radio-telephone system to enable communications with watercraft using the Marina, and an air ventilation and circulation system was also installed in this building. The hotel's kitchen was repainted during the winter along with interiors of 15 chalets.

A reception was held in June to honour quilters who took part in Liscombe's "Year of the Quilt" project, which had provided 42 handmade quilts last year as part of the cottage refurbishing program. That program continued this year with completion of interior repainting and replacement of entranceway doors and thermo windows.

This was also the third highly successful year for art workshops at Liscombe Lodge conducted by renowned artists Alice Reed and Jean Hancock. A photographic workshop was also organized this year by photographer Wally Hayes. Liscombe Lodge also continues to fulfill its community role and purpose by working very closely with the Recreation Commission of the Municipality of the District of St. Mary's. Organized games and recreation are available for children staying at this property, and in September the Lodge hosted two days of games for seniors.

PROVINCIAL RESORT HOTELS
OPERATING PROFITS (LOSS)*1989

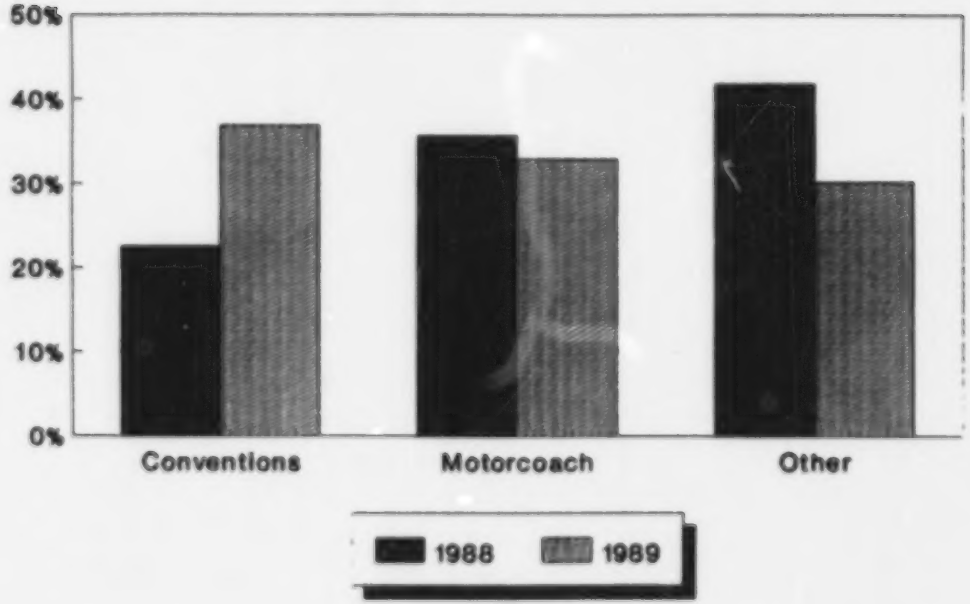
	Revenue	Expenditure	Excess of Revenue over Operating Expenditure
The Pines Resort Hotel	3,126,431	2,682,160	444,271
Keltic Lodge[b]	2,833,634	2,909,168	(75,534)
Liscombe Lodge	925,257	903,773	21,484

a These figures are presented on the same basis as those in the Public Accounts of the Province of Nova Scotia as prepared by the Department of Finance.

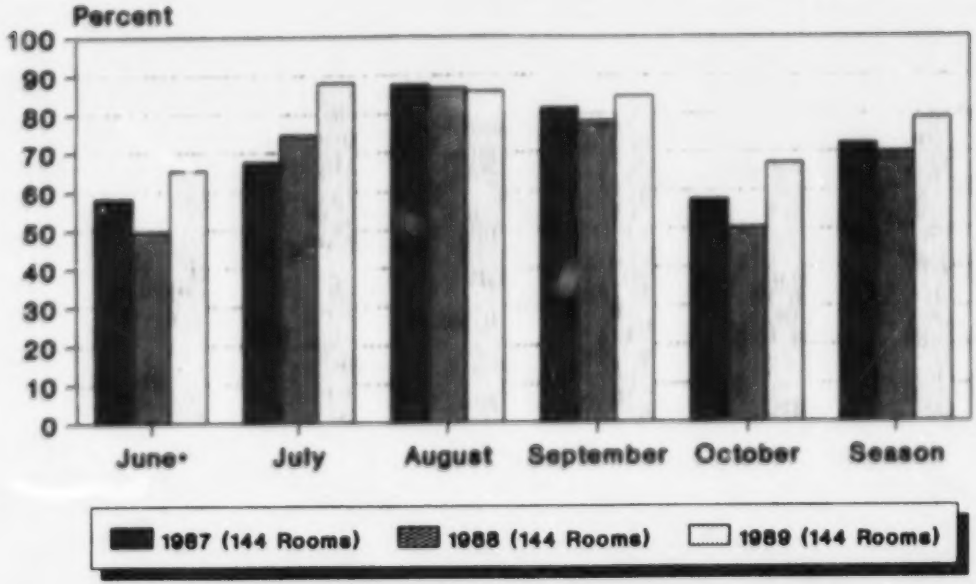
Certain expenses incurred on behalf of resort hotels were charged to the accounts of other government departments.

b Includes ski season operations Cape Smokey.

ORIGIN OF BUSINESS
THE PINES RESORT HOTEL

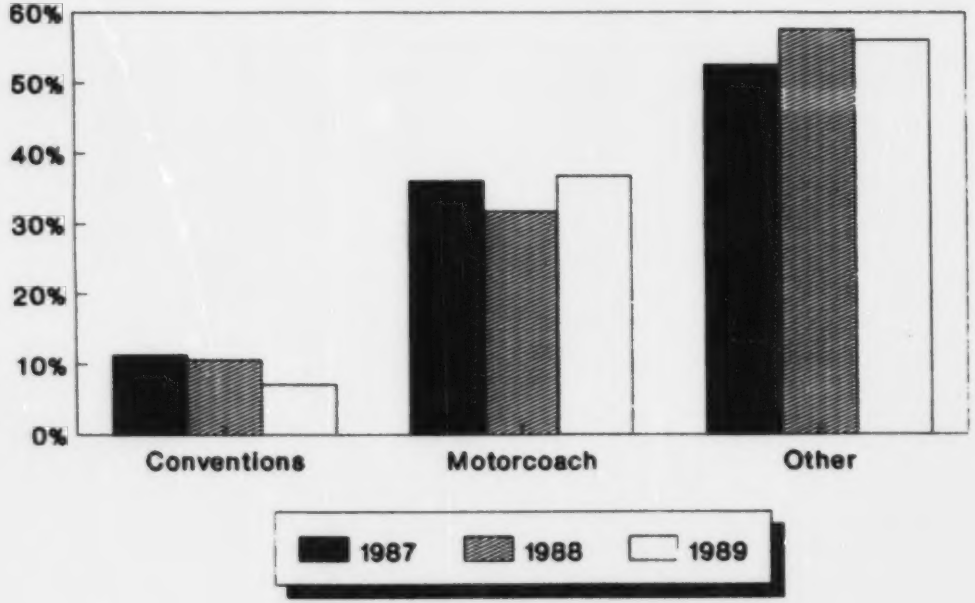


OCCUPANCY RATES
THE PINES RESORT HOTEL

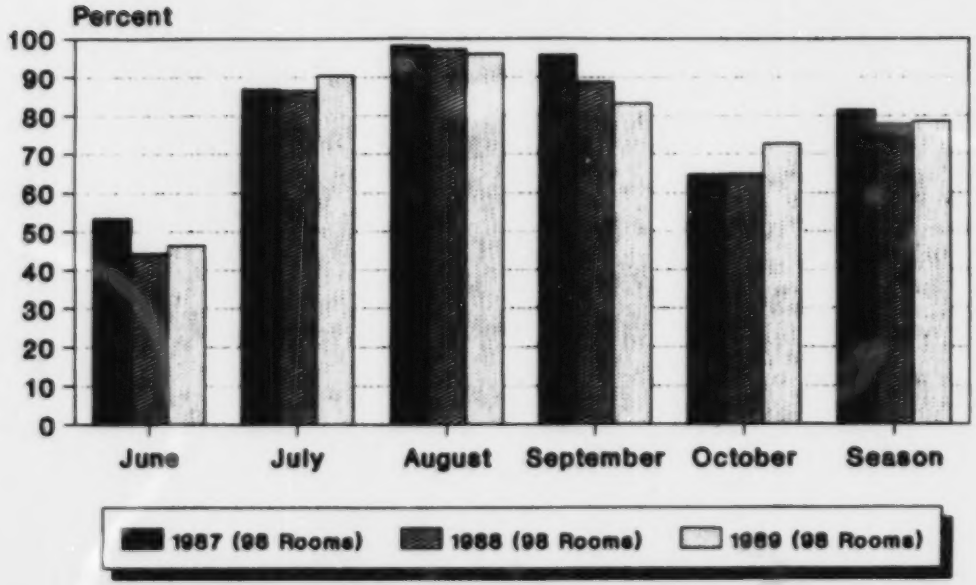


* Includes 7 days from May '89

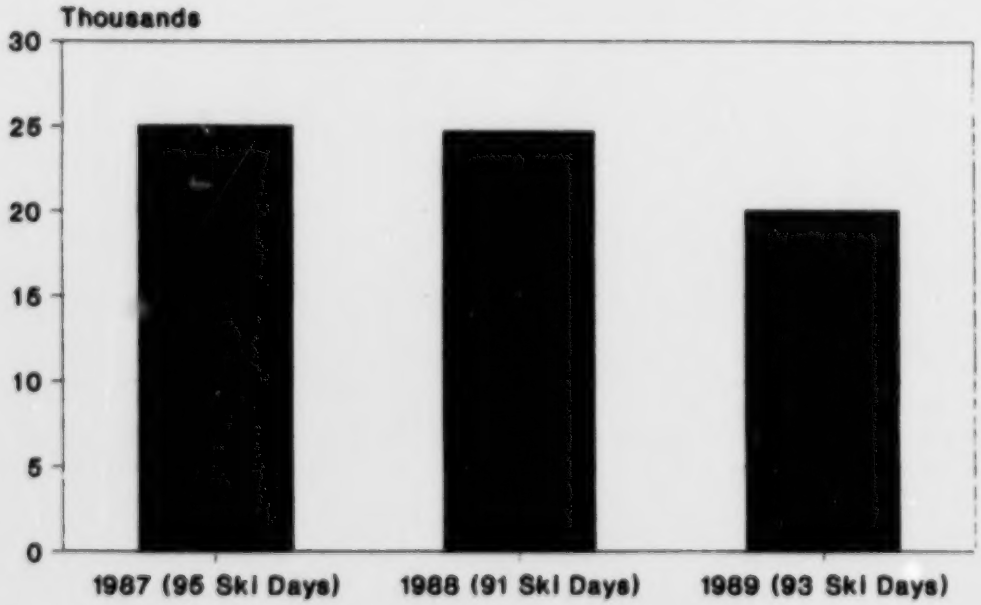
ORIGIN OF BUSINESS
KELTIC LODGE



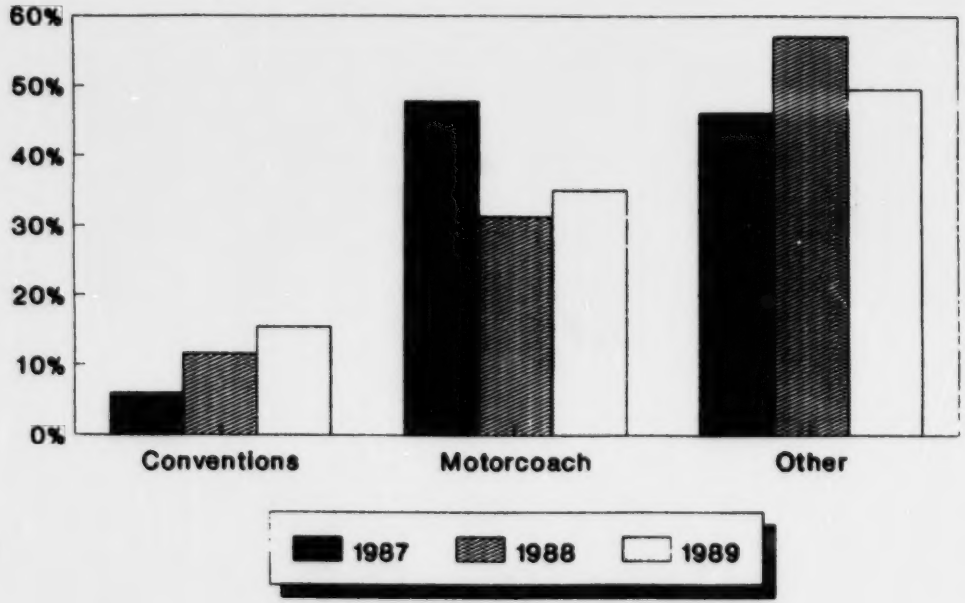
OCCUPANCY RATES
KELTIC LODGE



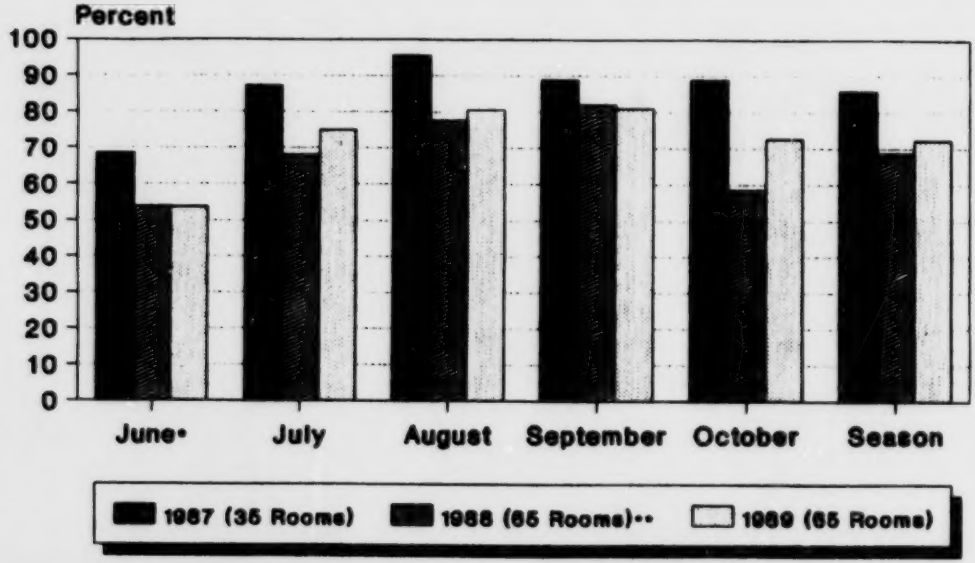
CAPE SMOKEY SKI OPERATIONS
NUMBER OF SKIERS



ORIGIN OF BUSINESS
LISCOMBE LODGE



OCCUPANCY RATES
LISCOMBE LODGE



•Includes 4 days May 1989
••New guest lodge opened

TRAVEL INFORMATION DIVISION

The Travel Information Division operates 15 provincial information centres. Ten centres are located throughout the province; seven of these are at entry points. Two centres operate in Portland, Maine, and Wood Islands, Prince Edward Island. The three remaining centres are operated on the Marine Atlantic car ferries: *M.V. Bluenose, Caribou,* and *Princess of Acadia.*

The operational season for 11 of these provincial centres is May 15 to October 15 (approximately).

Four information centres operate year-round. They are located at the Red Store, Historic Properties, Halifax; Portland, Maine, which is primarily a telemarketing centre for the continental United States; Amherst; and the Halifax International Airport. This last centre is funded by Transport Canada.

Each provincial information centre is staffed with a manager and travel counsellors, and maintenance staff where required.

During 1989, eight of our provincial information centres were equipped with computer terminals and have staff trained to access the Check Ins Information/Reservation system, providing a much needed and greatly appreciated service to the travelling public.

During the past three years the Travel Information Division has intensified its training program for both managers and travel counsellors, responding to the requirement for higher levels of professionalism in servicing visitor needs, while addressing the broader mandate of representing and promoting Nova Scotia's tourism industry as a whole.

Demonstrations by local artists and craftpeople are an added feature to our provincial information centres as well as special musical presentations depicting traditional Nova Scotia heritage. Highland dancing, Acadian dancing, piping, and fiddling have been among the most successful visitor draws.

Reshaping and remodeling existing centre structures, replacing outdated, non-functioning areas with up-to-date, attractive spaces, has been an ongoing priority. The Yarmouth Information Centre's renovations have been completed and plans for a rededication ceremony are underway.

This is both an exciting and challenging time, as Nova Scotia Information Centre staff look forward to renewal and redefinition in terms of training and counselling procedures, centre structures, and function. It

is also a period of growth as they strive to meet the changing needs to today's more sophisticated traveller and to respond effectively to maximize the economic potential of Nova Scotia's tourism industry.

Red Store – Historic Properties

The information centre at Historic Properties in downtown Halifax has completed its 15th year of operation. The centre is located in the Red Store building on Privateers Wharf adjacent to the berth of *Bluenose II*. The centre is maintained year-round by four permanent staff members. Additional casual staff members are employed for the peak tourist season.

During this reporting period 115,690 visitors were welcomed here. The staff also processed 43,139 phone calls and 39,734 mail inquiries.

Distribution

Approximately 4,410,520 pieces of Department of Tourism and Culture and private sector literature were distributed to Department visitor information centres, municipal tourist bureaus in Nova Scotia, travel agents, tour wholesalers, automobile clubs, rotary exchange, Canadian embassies, and trade commissions.

The Distribution Centre shipped more than 139,050 information kits to be used by the Portland office, as well as more than 170,663, which were mailed to various addresses in Canada, the United States, and overseas. Also 4,638 freight shipments were sent to satisfy bulk requests.

Audio Visual Section

The mandate of the Audio-Visual section is to serve the Department in promoting and enhancing Nova Scotia's image as a desirable tourist destination and an attractive convention and meeting site.

To help fulfill this mandate, the section maintains and updates an extensive 35mm colour slide library, a B&W print file and an in-house library of Nova Scotia promotional videos. At present, the section has approximately 50,000 slides on file that are used to fill over 400 requests each year. In this reporting period 7,100 slides were sent out for the purposes of publication in magazines, tour brochures, conference and convention programs, in-house promotional literature, and slide presentations. Approximately 40 to 45 photographic shoots are conducted annually. In this period the AV section was involved in several in-house video productions.

GENERAL DATA, NOVA SCOTIA INFORMATION CENTRES
April 1, 1989 – March 31, 1990

Location	Season	Services Offered	Visitors Assisted	Reservations Made Through Check In
Airport Counter	Year-round	Information counter	68,177	—
Airport Hwy. Centre (Hwy 102)	May 15 – Oct. 27	Information counter	25,262	—
Amherst	Year-round	Information counter, artifacts and displays, theatre, piper, Check In, and currency exchange	162,195	2,745
Annapolis Royal	May 15 – Oct 21	Information counter, display	45,374	—
Antigonish	May 15 – Oct 27	Information counter, display, Check In	37,319	1,024
Digby	May 15 – Oct 28	Information counter, display area	34,786	—
Halifax Red Store	Year-round	Information counter, display area, Check In	115,690	386

GENERAL DATA, NOVA SCOTIA INFORMATION CENTRES
April 1, 1989 – March 31, 1990

Location	Season	Services Offered	Visitors Assisted	Reservations Made Through Check In
Pictou	May 11 – Oct 27	Information counter, piper	69,377	—
Portland	Year-round	Information center, display area, Check In	8,001	10,264
Port Hastings	May 15 – Oct 28	Information counter, display area, Check In	42,138	3,191
Wood Islands	Jun 11 – Sep 30	Information counter, display area, theatre, Check In	45,044	1,445
Yarmouth	May 1 – Oct 28	Information counter, artifacts and displays, Check In, currency exchange	50,382	1,061
MV Bluenose	Jun 4 – Sep 29	Information counter	10,689	—
MV Caribou	Jun 1 – Sep 30	Information counter	17,733	—
MV Princess of Acadia	Jun 10 – Sep 2	Information counter	7,934	—

CULTURAL AFFAIRS DIVISION

The Cultural Affairs Division supports the development of culture for the economic and social enrichment of all Nova Scotians. It provides grants to individuals and organizations based on policy guidelines, and develops programs and services in a wide variety of cultural areas.

CULTURAL PROGRAMMING

Annual operating grants were provided to eight cultural federations, umbrella organizations that represent the interests of arts organizations and individuals within the separate disciplines to the Department and general public. The eight federations are:

Dance Nova Scotia
Federation of Nova Scotian Heritage
Multicultural Association of Nova Scotia
Nova Scotia Choral Federation
Nova Scotia Designer Crafts Council
Nova Scotia Drama League
Visual Arts Nova Scotia
Writers' Federation of Nova Scotia

A substantial operating grant to the service organization of the federations, the Cultural Federations of Nova Scotia, was also provided.

A number of grants are provided annually to a variety of cultural organizations and institutions to assist in their operational costs. The following organizations were assisted in the 1989–90 fiscal year: the Gaelic College Foundation, for the operation of a program of Celtic arts; the Nova Scotia Highland Village Society, for operations of the museum; the Black Cultural Society, to support the operations of the Black Cultural Center; the Confederation Centre of the Arts in Charlottetown, Prince Edward Island, as Nova Scotia's continuing support to this important national cultural institution; the Nova Scotia Debating Society, to assist with its program aimed primarily at high school students; and the Council of Nova Scotia Archives, an organization that links privately funded and public archives and assists in archival projects.

An annual grant was also provided to the Nova Scotia Talent Trust to continue its program of scholarships to Nova Scotians undertaking post-secondary professional study in the arts.

Through an annual grant to the Provincial Conservation Committee, the Department provided assistance to a number of conservation activities related to artifacts, works of arts, and/or historic documents.

The Department provided a grant to the Anne Murray Centre Society for the operation of the centre in Springhill. It also provided an operating grant to the Springhill Miner's Museum.

Through the Writers-in-the-School program, jointly managed by the Department and the Writers' Federation of Nova Scotia, over 20 Nova Scotia authors made 64 visits to 45 primary and secondary schools.

The policy, "Skills Development for Professional Artists and Resource Persons," was administered as a competition, with grant recommendations being made by an advisory committee. The Department helped 27 individuals to further professional training in their chosen area of study.

Funding was also provided to three different cultural projects in the multicultural and heritage areas.

During this fiscal period, the division was pleased to be able to provide one-time only supplementary grants to a number of major provincial cultural organizations with on-going operations.

CULTURAL INDUSTRIES

This program provides funding to assist the publishing and filmmaking industries to undertake projects that create and maintain employment for artists and result in economic and cultural benefits to the community.

Publishing

This year the Department, responding to publishers' expressed needs, continued a program of "block grant" funding to trade publishers. This program provides a sum of money to eligible publishers to be applied to any of the firms' activities in the following year. The figure is based on production costs of eligible books for the previous year. This form of funding allows trade publishers to strengthen their industrial base, become more competitive in the marketplace, and increase the number and quality of books. The following five publishers received block grant funding:

Formac Publishing Company Ltd.
FourEast Publications
Lancelot Press Ltd.
Nimbus Publishing Ltd.
Pottersfield Press

An annual grant was provided to the Atlantic Publishers Association to assist with the professional development of its members and with promotion of books from Atlantic Canada. Three additional book promotion projects were assisted: *The Atlantic Provinces Book Review*, a catalogue of regional books produced by the Atlantic Provinces Booksellers Association, and a promotion for Nimbus Publishing Ltd.'s book launch.

The grant program to assist publishers of literary arts periodicals continued, assisting five magazines this year:

The Antigonish Review
ArtsAtlantic
B.S. Poetry Society
Crazy Quilt Press
New Maritimes

Two competitions were held this year for the grant program to assist professional writers with the costs of completing a manuscript in which a trade publisher has expressed serious interest. Six writers were awarded grants on the recommendation of the advisory panel.

Film

Film Nova Scotia continued its work funded by a grant from the Department. The purpose of this office is to promote on-location filmmaking in Nova Scotia by major studios and to develop work opportunities in the film industry for provincial actors and film crews.

The program in support of companies or individuals developing film scripts provided nine grants to assist in researching and writing film scripts. The Department also provided a substantial grant to Atlantic Film Festival, the region's major film and video festival held in Halifax.

The Department assisted three filmmakers to attend marketing conferences and film festivals under its Trade Fair Travel Grants program, and assisted Film Nova Scotia with the production of a special promotional video on Nova Scotia featuring actor Charlton Heston.

MULTICULTURALISM

This year the Department, in response to the needs of the multicultural community, established an Advisory Committee on Multiculturalism.

This group was formed to advise the Government of Nova Scotia on policies, programs, and activities relating to multiculturalism; and to make recommendations on policy issues and on the general direction of multiculturalism in the province.

HERITAGE SECTION

The Heritage Section's primary responsibility is the administration of the Heritage Property Act of 1980.

The purpose of the act is to provide for the identification, designation, preservation, protection, and rehabilitation of buildings, streetscapes, and areas of historic, architectural, or cultural value and to encourage their continued use.

Advisory Council on Heritage Property

The main role of the Advisory Council is to advise the Minister responsible for the Heritage Property Act on what buildings, streetscapes, and areas should be included in the Provincial Registry of Heritage Property. It also advises the Minister on applications for permission to substantially alter or demolish a provincially registered heritage property.

Provincial Registry of Heritage Property

A total of 22 properties were registered from April 1, 1989 to March 31, 1990:

- Sydney and Louisburg Railway Station, Louisbourg, Cape Breton County
- St. Peter's Roman Catholic Church, Tracadie, Antigonish County
- Morton House, Milton, Queens County
- St. Patrick's Roman Catholic Church, Brunswick Street, Halifax
- GowanBrae, Grand Pré, Kings County
- Cannon House, Diligent River, Cumberland County
- At the Sign of the Whale, Dayton, Yarmouth County
- MacDonald House, Iona, Victoria County
- Stonehouse, Lower Gulf Shore, Cumberland County
- Springhurst, Maitland, Hants County

- George Gracie House, Shelburne, Shelburne County
- Jeremiah Calkin House, Grand Pré, Kings County
- Moirs Ltd. Power House, Bedford, Halifax County
- Shakespear House, Shelburne, Shelburne County
- Crowell-Smith House, Barrington Passage, Shelburne County
- Benjamin K. Doane House, Coffinscroft, Shelburne County
- Flynn-Cutler-Robichaud House, Arichat, Richmond County
- Layton's General Store, Great Village, Colchester County
- Garden Crest Apartments, 1544 Summer Street, Halifax
- Mullins Point Upper Range Lighthouse, North Wallace, Cumberland County
- The Burying Ground, Main Street, Wolfville, Kings County
- The Bower, 5918 Rogers Drive, Halifax

The Provincial Registry of Heritage Property includes 114 buildings, streetscapes or areas that are now protected under the Act.

Provincial Heritage Property Plaque Presentations

During the past year, plaques were presented to the owners of the following provincially registered heritage properties:

- The Rectory, Herring Cove, Halifax County
- Universalist Unitarian Church, Inglis Street, Halifax
- Tusket Courthouse, Tusket, Yarmouth County
- Campbell Heritage House, Strathlorne, Inverness County
- Saint Peter's Roman Catholic Church, Tracadie, Antigonish County
- The Esker, Sable River, Shelburne County
- Etherington-Robertson House, Shelburne, Shelburne County
- Thorndean, Inglis Street, Halifax
- Knaut-Rhuland House, Lunenburg, Lunenburg County
- Cannon House, Diligent River, Cumberland County
- Sydney & Louisburg Railway Station, Louisbourg, Cape Breton County
- The Stonehouse, Lyon's Brook, Pictou County
- Ryer-Davis House, Shelburne, Shelburne County
- John Henry Ernst House, Blockhouse, Lunenburg County
- Springhurst, Maitland, Hants County
- Old Post Office, Sydney Mines, Cape Breton County
- At the Sign of the Whale, Dayton, Yarmouth County
- Wecob, Marriott's Cove, Lunenburg County
- Morton House, Milton, Queens County
- Centenary United Church, Granville, Annapolis County
- Shakespear House, Shelburne, Shelburne County
- George Gracie House, Shelburne, Shelburne County

- Allen House, Boutilier's Point, Halifax County
- Bollard House, 2597 Dresden Row, Halifax
- Parker Farm, Belleisle, Annapolis County
- Gavelton Meeting House, Gavelton, Yarmouth County
- MacDonald House, Iona, Victoria County
- Flynn-Cutler-Robichaud House, Arichat, Richmond County
- GowanBrae, Grand Pré, Kings County
- Layton's General Store, Great Village, Colchester County
- Old Guysborough Court House, Guysborough, County
- Crowell-Smith House, Barrington Passage, Shelburne County
- Benjamin K. Doane House, Coffinscroft, Shelburne County
- Jeremiah Calkin House, Grand Pré, Kings County
- Moirs Ltd. Power House, Bedford, Halifax County
- Saint Patrick's Roman Catholic Church, Brunswick Street, Halifax

Grants

The Department approved 42 grants under policies for the conduct of inventories, conservation plans, conservation assistance for registered properties and publications.

Provincial Inventory Project

During the year, 11 inventories, as part of the continuing Provincial Inventory Project, were under way at any one time in the participating municipalities. The inventory coordinators, who are recording the historical and architectural details of all pre-1914 buildings in the province, submitted 1,378 site forms, bringing the total so far to 8,596 completed.

In addition, the Department had completed an inventory of 50 pre-1940 railway stations in the province.

Administrative Support for Advisory Council on Heritage Property

The Heritage Section provided the necessary administrative support for four regular meetings and one special meeting of the Advisory Council and for its tour of Cape Breton Island in June 1989.

Groups Addressed

The staff of the Heritage Section addressed 75 groups, including municipal councils, on the Heritage Property Act and related aspects.

Staff were also much involved in representing the province at meetings of the Interprovincial Heritage Advisory Committee, which reports to the meetings of deputy ministers of culture and heritage, the Canadian Conference on Historical Resources, the International Council on Monuments and Sites Canada and Heritage Canada.

Municipal Heritage By-Laws

A total of 35 municipal units have passed a heritage by-law since the act was proclaimed in 1980.

PRODUCTION CRAFTS SECTION

The Production Crafts section provides services, facilities and assistance on matters related to craft, artists, community and media groups, institutions, and producers throughout Nova Scotia. In November, 1989, the Minister announced that the section would relocate to the Johnston Building at 1683 Barrington Street and would be known as the Nova Scotia Centre for Craft and Design. Planning has proceeded accordingly.

Activities

Classes and workshops for 150 students have taken place in the weaving, pottery, metal, and multipurpose studios. A ceramic specialist was brought from Scotland to teach plaster mould-making to professional producers.

The Mary E. Black Gallery hosted three exhibitions: "Quilt Celebration '89"; "What is Decoration"; and "Intuition in Clay."

Orders at the Atlantic Craft Trade Show, to which the section provides the provincial representative, totalled over $1,000,000 at wholesale value for the first time. The section compiled, managed the production of, and distributed 58,000 copies of the annual *Buyer's Guide to Arts and Crafts in Nova Scotia* across the province. The publication lists almost 400 craftspeople, shops, artists, galleries, and organizations.

The first craft theme year, emphasizing quilting, took place with resulting increase in participation and sales. An exhibition of Cape Breton work toured the island, and a provincial exhibition took place.

Assistance

Both through programs at the craft studios and through assistance to 74 organizations, 2,421 hours of casual employment were provided to 186 craftspeople. In total, 91 projects were assisted, from which 129,900 members of the public benefitted.

PERFORMING ARTS SECTION

The Performing Arts section administers the provision of grants and developmental programs that facilitate activity in the performing arts and encourage the presentation of live performing arts in communities throughout Nova Scotia. During 1989–90, the increase in client activity in Nova Scotia, across Canada, and in international markets continued.

In addition to regular duties involving the administration of performing arts policies and programs, professional staff undertook significant roles and participated in a variety of special projects. These included participation in performing arts trade shows including the CAPACOA Conference (Canadian Arts Presenters Association/L'Association Canadienne des Organismes Artistiques), Contact Acadie, Contact Ontario, Alberta Showcase, the International Showcase for Young Audiences, the Symposium on Arts for Young Audiences, the Vancouver Children's Festival, and national meetings of the Professional Association of Canadian Theatres.

Community Programs

The Performing Arts section administers a variety of programs that foster the development of performers and performance groups at the community level. The program, which is accessible to both amateur and professional groups, is called Assistance to Performing Arts Workshops. The workshop program provides honorarium assistance to professional resource people to work with either community or professional groups. A total of 1,500 hours of workshop activity, which involved 1,000 participants and 88 resource persons, was supported by the Department in the disciplines of theatre, dance, and music. This included support for professional script development workshops and adjudication and animateur services at community festivals.

Many of the programs support specific types of activity, although most of these are accessed by all performing arts disciplines. These

programs and the number of groups supported under each were as follows:

Assistance to Community Bands	37
Community Performing Arts Festivals	7
Out-of-Province Travel	5
Assistance for Guest Artists	1

The officer responsible for community programs was consulted often by community groups, including amateur theater and dance groups, bands, and choirs, primarily for information about resources available within the province to assist them with their activities. This office also maintained regular contact and provided consultation with a number of provincial organizations and events, including the Federation of Music Festivals of Nova Scotia, the Nova Scotia High School Drama Festival, the Nova Scotia Dance Federation, String Music Atlantic, the Nova Scotia Youth Orchestra, the Highland Dance Competition Organization of Nova Scotia, and the Nova Scotia Pipers and Pipe Band Association.

A close liaison concerning ongoing programs and special activities was maintained with the performing arts cultural federations—Dance Nova Scotia, the Nova Scotia Drama League, and the Nova Scotia Choral Federation.

Professional Performing Arts Programs

The head of Performing Arts continued to be actively involved with boards of performing arts organizations, serving as provincial representative on the boards of Symphony Nova Scotia, Mermaid Theatre of Nova Scotia, and Neptune Theatre where additional service was provided through involvement on an ad hoc committee. Additional services in the area of board development were provided to organizations in Halifax, Windsor, and Annapolis Royal.

Operating grants were provided to Symphony Nova Scotia, Neptune Theatre, Mermaid Theatre of Nova Scotia, Mulgrave Road Co-op Theatre, Scotia Festival of Music, Ship's Co. Theatre, and Dramatists Co-op of Nova Scotia. A total of 16 special project grants were provided to 15 different professional organizations. Summer festivals activity continues to be the strongest growth sector in the performing arts.

Two projects received commissioning grant assistance, while both the National Theatre School and the National Youth Orchestra received assistance under the National Training Institutions program.

Nova Scotia companies continued to be successful in international touring markets. Jest in Time Theatre was showcased at the International Showcase of Arts for Young Audiences, which was held at the National Museum of Civilization in Hull, Quebec, in addition to having completed a successful tour of Hong Kong. Mermaid Theatre of Nova Scotia continued its extensive touring activities throughout Canada and the United States. Symphony Nova Scotia undertook its first out-of-province tour featuring presentations in New Brunswick, Quebec, and Ontario.

Touring

The touring of professional performing artists was supported through an operating grant to the Performing Arts Sponsors Organization of Nova Scotia, through touring grants to Neptune Theatre and Symphony Nova Scotia, and through shortfall assistance to community-based presenting organizations. Under the Community Sponsors program, 53 performances by 18 presenting organizations within 15 communities throughout Nova Scotia were assisted. In addition, six organizations were assisted in presenting the first-ever Not Just For Kids children's series, which featured 24 presentations for young audiences throughout Nova Scotia. As part of their basic operations, both Mermaid Theatre and the Mulgrave Road Co-op Theatre provided touring performances to audiences throughout the province.

The Provincial Performance Tour Program provided opportunities for nine Nova Scotia companies to give a total of 131 performances and an additional 67 workshops. In total, 24,477 predominantly school-aged children enjoyed performances presented in conjunction with this program.

As further support for the performing arts market in Nova Scotia, the Department continued its program to assist the regional performing arts centres with the costs of employing professional managers. The section continued to work with seven managers, in communities from Yarmouth to Glace Bay, to develop the provincial touring network.

During the 1989–90 fiscal period, the Cultural Services Officer responsible for touring worked closely with the Debut Atlantic Society; began preparations for the next Contact East; provided assistance with the official opening ceremonies of the Anne Murray Centre; worked with, and on behalf of, the cultural contingent that represented Nova Scotia at the 1989 Canada Summer Games in Saskatoon, Saskatchewan; in conjunction with the Head of Performing Arts, organized and initiated a meeting of the various interests from Nova Scotia's sound recording industry; and was invited to, and did, present the "Showtime" workshop at both Contact Acadie and Contact Ontario.

Finally, the Cultural Services Officer responsible for touring continued to serve as Secretary for the Nova Scotia Talent Trust and maintained a board position on the Performing Arts Sponsors Organization of Nova Scotia (PASONS).

VISUAL ARTS SECTION

The Visual Arts section provides and operates grants and assistance, services, and development programs in the visual arts area, according to approved policies. These programs serve to promote the professional development and product of visual artists, create employment opportunities for artists, and communicate and facilitate educative and cultural resources, activities and opportunities in the visual arts for all Nova Scotians. This section administers, funds, and operates the Nova Scotia Art Bank Program.

During the 1989–90 fiscal year, the section continued its operations and programs in support of institutions, arts organizations, and individual artists. In addition to these responsibilities, professional staff played an important role in initiating and facilitating special projects and responsibilities in the visual arts area. These included the ongoing collaborative project between the Visual Arts section of the Department and the World Trade Centre, to provide opportunities for commercial galleries located within and beyond metro areas to exhibit and promote art work through a Halifax venue. The section continued to represent the Department on the Advisory Committee for the Seniors Art Gallery. The Nova Scotia Consultative Committee on Art continued to meet to review applications under the Museum Assistance Programs.

Public information sessions were highlighted at art teachers conferences, the Visual Arts Nova Scotia annual general meeting, and through numerous organizations at both the community and the professional level. Special consideration is provided to visual arts community groups, public and private galleries, schools, organizations and individual professional artists throughout Nova Scotia, who request advisory and other forms of assistance from the Department. The Head of the Visual Arts section represented the Department at the Canadian Conference of the Arts held in P.E.I. The Head of Visual Arts continued to consult with new and established organizations and groups throughout Nova Scotia. These included the Nova Scotia Printmakers Association, Waverley Art Group, Avon Arts Council, V.A.N.S., Cape Breton Municipal Recreation Program Coordinators, Lunenburg Art Gallery, Digby County and Cape Breton Art Groups, Parrsboro Arts Guild, the Canada Council, Nova Scoita Photo Coop, the Waterfront Artists Association, and area tourist directors for Nova Scotia.

The Head of Visual Arts continued to consult with major clients receiving operating assistance. These include Eye Level Gallery, the Centre for Art Tapes, the Atlantic Filmmakers' Cooperative and the Photographic Guild of Nova Scotia. Seven special project grants were provided to organizations including CARFAC (N.S.), V.A.N.S., Photographic Guild of Nova Scotia, Centre for Art Tapes, Eye Level Gallery, and the MacDonald Museum, as well as individual professional artists in the areas of development and promotion.

Several programs support and promote specific types of visual arts activities. Out of 29 grants to professional artists to assist with the preparation and mounting of solo exhibitions in public art galleries, 21 were awarded to artists exhibiting within Nova Scotia, and 8 to artists exhibiting outside Nova Scotia but within Canada. Five grants were awarded to assist public art galleries, including Saint Mary's University Art Gallery, Lunenburg Art Gallery, Acadia University Art Gallery, Mount Saint Vincent Art Gallery, and Dalhousie University Art Gallery, with public exhibition programming.

The Visual Arts section administers a community program that fosters the development of visual arts skills at the community level. The Workshop Program is accessible to non-profit community groups including a broad spectrum of membership, from amateur to professional. Twenty-two professional artists were employed by the Visual Arts section to serve as resource artists in 29 short- and long-term workshops. The Visiting Artists Program provides a professional visual art resource to students in schools throughout Nova Scotia and aims to encourage direct artist/student contact on a structured, yet casual basis. Eighteen professional artists were employed on a short-term basis with a total of 54 Visiting Artists programs. Staff of the Department maintained regular contact and consulted with provincial and local art groups, schools, and organizations with respect to these community programs.

The Visual Arts section operates the Nova Scotia Art Bank Program. During the year, a jury of three professional artists recommended art work for purchase by the Department. Thirty-nine works were acquired through the Purchase Program, and more than 60 art loans were arranged for exhibit in public buildings. The head office of the Department exhibits over 80 works from the Art Bank Collection. The Art Gallery of Nova Scotia and university art galleries borrowed from the Art Bank Collection for in-house and travelling exhibitions on an ongoing basis.

Professional staff of the section operate within a broad mandate from community through to professional levels. The visual arts discipline indicates a need for consultation, advice and representation at all levels

of activity in response to the needs of communities, art institutions, art organizations, and professional artists.

CULTURAL AFFAIRS LIBRARY

The Cultural Affairs Library is a public lending library open to all Nova Scotians interested and involved in a multitude of leisure and career activities. More than one thousand hobbyists and professionals in the visual, performing, decorative and literary arts, take advantage of the library's resources each year.

Information, books, and journals can be obtained by visiting the library in person, or by contacting the library by telephone, or by mail. Persons living outside of the Halifax/Dartmouth area are offered a free-return mail service.

Resources

The library contains approximately 10,000 books and 170 journals, which cover many cultural areas. The subjects it covers include crafts, fine arts, design, music, drama, dance, heritage buildings, multiculturalism, film, literature, and history.

The library added 341 new books to its collection, many of which emphasize Nova Scotia or Canada in their contents. The library has also been expanding its dance and opera videocassette collection.

In addition, the library continues to be the reading room for the Playwrights Union of Canada. All plays published by Playwrights Canada Press are made available in the library as they are published.

Information Services

Library staff aid patrons in selecting materials by phone, mail and in person. The library participates in a nation-wide inter-library loan system, and can obtain cultural materials for patrons that are not available locally. The library also offers a book/journal reservations system, whereby patrons may ask to be notified when library materials become available. In addition, free copies of all the subject reading lists are available on request.

The Cultural Affairs Library continues to offer assistance in locating hard-to-find addresses and other directory-type material for patrons by maintaining a selection of current reference materials. During the year, 1,244 information requests were handled by the library's staff. A total of 4,277 items were circulated to Nova Scotians and other Canadian libraries.